

Dear Retailer:

Thank you for accepting this promotional kit from Costco. The kit contains *Marlboro Country Store* point-of-sale materials announcing to your customers that the biggest promotion of the year is taking place in your store! Last year's *Marlboro Adventure Team* promotion was such an overwhelming success that we're back with an even hotter promotion - the *Marlboro Country Store*. Your customers already know how it works, make sure they know you are part of it!

The kit includes a 50 pack display, poster, static cling/door sign and a catalog *Take One* box. It also includes a survey we would like you to fill out. Your input is very important to *Marlboro*.

To show our thanks we will send you a special gift from *Marlboro* just for sending back your survey and displaying the enclosed materials in your store.

All of us at Philip Morris thank you for your efforts and continuing support.

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